

Driven by the pursuit of small business success and economic prosperity, the Florida SBDC Network has experienced a remarkable rise in accomplishment and reputation. State designated as Florida's Principal Provider of Small Business Assistance [§288.001, Fla. Stat.], the network is the most experienced and effective statewide economic development organization serving Floridian entrepreneurs and small business owners. We must capitalize on our momentum, exploit our competitive advantages, and pursue our goals.

The *Strategic Plan for Accelerating Florida's Economy* is our working agenda. Comprehensive and action-oriented, the plan guides our investment of human capital and material resources as we strengthen SBDC services; financial resources; organizational processes; our workforce, leadership and productive partnerships. We ask our stakeholders to join us as we pursue our vision as the leading business development resource and accelerate Florida's economy through businesses, jobs and wealth.

- S**takeholder Value
- B**usiness Innovation and Growth
- D**edication to Economic Development
- C**ustomer Service and Excellence

Values and Beliefs

- Integrity
- Vision
- Innovation
- Superior Service
- Stewardship
- Teamwork
- Judgment
- Respect
- Courage
- Responsibility
- Personal Conduct
- Mentoring
- Sense of Ownership
- Commitment to Partners and Community
- Professional/Personal Development

Mission

Our certified professionals deliver consulting, training and information to help businesses succeed and create positive impact for the Florida economy, while providing value for our stakeholders.

FLORIDA SBDC NETWORK

2010-2014

STRATEGIC PLAN

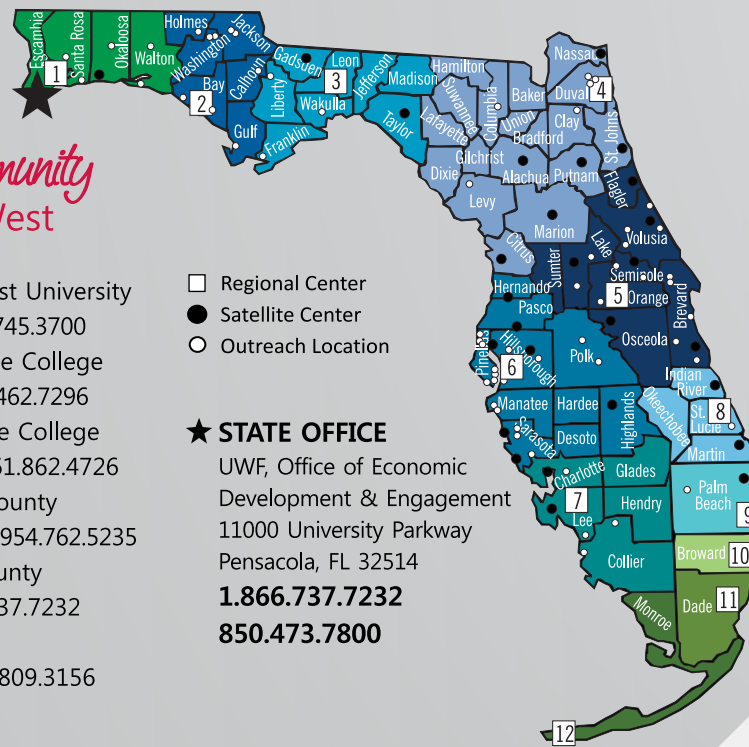
for

Accelerating

FLORIDA'S ECONOMY

Businesses, Jobs & Wealth

Serving Florida's Business Community from Pensacola to Key West



- | | |
|---|--|
| 1 University of West Florida
Pensacola • 850.595.0063 | 7 Florida Gulf Coast University
Ft. Myers • 239.745.3700 |
| 2 Gulf Coast State College
Panama City • 850.747.3204 | 8 Indian River State College
Ft. Pierce • 772.462.7296 |
| 3 Florida A&M University
Tallahassee • 850.599.3407 | 9 Palm Beach State College
Boca Raton • 561.862.4726 |
| 4 University of North Florida
Jacksonville • 904.620.2476 | 10 UWF Broward County
Ft. Lauderdale • 954.762.5235 |
| 5 University of Central Florida
Orlando • 407.420.4850 | 11 Miami-Dade County
Miami • 1.866.737.7232 |
| 6 University of South Florida
Tampa • 813.905.5800 | 12 Monroe County
Key West • 305.809.3156 |

- Regional Center
- Satellite Center
- Outreach Location

★ **STATE OFFICE**
UWF, Office of Economic Development & Engagement
11000 University Parkway
Pensacola, FL 32514
1.866.737.7232
850.473.7800

The FSBDCN is a statewide service network of approximately 40 centers funded in part through a cooperative agreement with the U.S. Small Business Administration, hosted by the University of West Florida and accredited by the national Association of SBDCs.

www.floridasbdc.org



Helping Businesses Grow & Succeed

1

IMPROVE QUALITY, DIVERSITY & DELIVERY OF SERVICES

Design key services and delivery processes that maximize client satisfaction and value while driving organizational success and sustainability.

Utilize Market Segmentation Strategy to Maximize Return on Investment

- Identify and focus resources on target markets that maximize customer service while generating the greatest return on investment.

Improve Quality of Service Delivery through Performance Management and Accountability

- Develop a performance measurement system that aligns market segmentation strategies with services and drives network performance.
- Develop standards for data definition, collection, analysis and results measurement.

Improve Diversity of Services by Evaluating and Responding to Assessed Business Needs

- Identify targeted (core) services that must be offered to meet target market and stakeholder expectations and needs.

Improve Delivery of Services by Creating Efficiencies in Managing Client Engagements

- Create efficiency in the delivery of program services by sharing intellectual resources, and developing and investing in standardized service delivery approaches and processes.

2

POSITION THE NETWORK FOR GROWTH, SUSTAINABILITY & LEGACY

To be valued and adequately funded as Florida's principal provider of business development services which all other business development programs are modeled and measured.

Increase Funding From Existing and New Partners

- Enhance relationships with all current and new funding partners that share in the Florida SBDC mission; use brand, value proposition, State Center and statutory designation to reinforce and build awareness and value.

Develop a Communications and Promotion Plan

- Develop a marketing strategy that communicates the value and impact of the Florida SBDC program.

Create a Legislative Engagement Plan

- Develop a legislative action plan for Florida SBDC leadership for engaging legislative leaders in order to increase awareness, and federal and state funding.



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3

ENHANCE & DEVELOP STRONG INTERNAL SYSTEMS & REPORTING CAPABILITIES

Create an operating environment that improves work processes on a continuous basis while ensuring understanding of overall organizational performance in daily operations.

Improve Performance and Accountability Utilizing Standard Operating Procedures

- Update the Policy and Procedures Manual to ensure operating practices, policies, rules and regulations are clearly understood and are effectively guiding the network.
- Develop a performance measurement system (e.g., Scorecard) that aligns with strategic objectives to continuously measure center and network performance toward the achievement of defined objectives.
- Develop and implement, at a minimum, an annual center review process that monitors management and oversight compliance with financial, programmatic and performance expectations while providing opportunities for improvement.

Enhance Network Connectivity, Communication and Engagement

- Enhance the main internal communication platform for the network.
- Enhance network unification and cross-regional collaboration utilizing social networking tools to enhance internal communication.

Create Consistency and Reliability in Reporting

- Determine inconsistencies for documenting and reporting work performance and economic development outcomes in the management information system.

Create Consistent Customer Experience

- Standardize an effective new client intake process.

4

INVEST IN OPPORTUNITIES THAT ENHANCE CAPACITY & CAPABILITY

Provide for an environment that attracts and retains a workforce that is engaged, supported and motivated.

Enhance Network Value Through Professional Credibility

- Establish professional standards that meet and exceed stakeholder and market expectations.

Enhance Professional Development Approach and Standards

- Develop a professional development program that aligns investment in skill and knowledge development with service areas of strategic importance (i.e., service needs of Florida SBDC target market segments).
- Reassess certification curriculum, standards and process, including recertification requirements, to ensure professional competence addresses ongoing professional needs and adds professional credibility to certification.
- Develop professional development standards and programs for non-consultant professionals and administrative personnel.
- Develop and implement a succession program that addresses and supports progression opportunities within the network.

Expand Capacity Through Strategic Partnerships

- Develop strategic partnerships and collaborations with other public and private resource partners to broaden skill sets and improve service delivery.

Vision

To be recognized as Florida's leading business development resource. Our future is secured by sustainable funding. Our stakeholders recognize and reward our contributions to Florida's economic growth.